



**RADIO** SESSION

LIVE EVENT - STOCKHOLM  
06/10/2022

**M & S**

**EGTA MARKETING & SALES MEETING**

AUDIO AD SALES, TECHNOLOGY & MARKETING – STRATEGIES,  
TOOLS & BUSINESS CASES

Organised by

**egta.**

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08:45 – 10:55

## SESSION 01 – Advances in radio and audio ad sales

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Welcome and happy birthday to egta's radio department

### Making data and technology work for radio

Login and data strategy to power audience targeting and real time reporting



Rune Hafskjær, Chief Digital Officer, P4 Group, Viaplay Norway



### Podcast Ad Planner

Planning tool to find the perfect podcast audience match



Katharina Zeschke, Business Development Director, RMS



### Increasing the value of audio inventory

Innovations in audio formats, monetisation and attribution



Brieuc Verwilghen, VP, Head of Commercial Partnerships & Strategy, EMEA & APAC, Adswizz



## SESSION 2: Engaging radio apps and innovations

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### Innovations in radio

Apps, streams and artificial voices



Rüdiger Landgraf, Head of Strategy, Research and Digital Developments, kronehit



10:55 – 11:25

COFFEE BREAK

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11:30 – 13:00

## SESSION 2: Engaging radio apps and innovations (continued)

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### Digital strategy on mobile

A successful case of an integrated radio app strategy



Ana Ormaechea Hernandez, Chief Digital Officer, Prisa Radio





## Mobile audio experiences

How to harness technology for user experience and monetisation on mobile



Jan Müller, Chief Executive Officer, **Brands Are Live**



## SESSION 3: Unlocking radio's creative potential

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### Create and sell dreams

How to increase radio's role in the media mix via creative partnerships



Manu De Coninck, Audio-visual Sales Expert, **DPG Media**



### Beyond the 30-second spot

Best practice in creative brand solutions and integrations



Teresa Blomgren, Head of Creative Solutions, **Viaplay Sweden**



13:00 – 14:00 LUNCH

14:00 – 16:00 **SESSION 3: Unlocking radio's creative potential (continued)**

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### Making radio top of mind

How to excite the new generation of media professionals for radio advertising in a cross-media landscape



Marit Ginevro, Head of Marketing, **VAR**



### Getting the best out of the creative process

Designing impactful solutions for brand partners



Anna Hansson, Head of Brand Partnership, **Bauer Media Audio**

Ulf Lindström, Creative director, **Bauer Media Audio**



## SESSION 4: Raising the profile of radio

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### How to make your favourite medium shine

Let's hear it from the radio trade bodies

With contributions from:



Ciarán Cunningham, Chief Executive Officer, Radiocentre Ireland



Juliane Henze, Freelance Project Manager, Radiozentrale



Riina Aho, Research and Development Manager, RadioMedia



RadioMedia

16:00

Closing remarks & end of the conference

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With thanks to our partners

adswizz



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Nielsen

Radio Stream



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TV Stream



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